IN THE CLAIMS:

Claims 36, 41, 42, 45, 50, 51, 55, 57-63, 65, 66, 70, 73-79 are amended herein.

Claims 1-34, 37-40, 48, 49, 52-54, and 67-69 are cancelled.

All pending claims and their present status are produced below.

35. (Previously Presented) A system for modifying a price curve in order to approach a seller's sales goal for a featured item in an on-line buying-group sale, comprising:

(a) an e-commerce server data processing system, the e-commerce server data processing system including e-commerce server software executable on the ecommerce server data processing system and configured to define the on-line buying-group sale for the featured item;

(b) a storage device coupled to the e-commerce server data processing system and having stored therein a data repository including at least price data for the featured item, quantity data for the featured item and buyer-submitted offer data; and

(c) a merchandising staff data processing system coupled to the storage device, the merchandising staff data processing system including software executable on the merchandising staff data processing system and configured to receive merchandising staff inputs for defining the on-line buying-group sale for the featured item, the software including a market equilibrium manager configured to modify a price curve for the featured item in the on-line buying-group sale by using the price data for the featured item, the quantity data for the featured item, and the buyer-submitted offer data in the data repository in order to approach the seller's sales goal.

36. (Currently Amended) ~~The system of claim 35 wherein the seller's sales goal for the on-line buying-group sale is customer acquisition, the market equilibrium manager further configured to modify the price curve for the featured item so as to increase a range of acceptable~~

~~buyer-submitted offers, thus reducing a gross margin for the on-line buying-group sale and~~ ~~increasing market share.~~ The system of claim 35, the merchandising staff data processing system further configured to modify the price curve for the featured item so as to increase a range of acceptable buyer-submitted offers.

37-40. (Canceled)

41.   (Currently Amended) The system of claim 35 in which the e-commerce server software is further configured to include data entry tools that establish a start time and an end time for the on-line buying group sale, at least minimum quantities of the featured item and a starting price for the featured item.

42.   (Currently Amended) The system of claim 41 in which the e-commerce server software is further configured by including a display component configured to manipulate and display data associated with the on-line buying group sale on the merchandising staff data processing system.

43.   (Previously Presented) The system of claim 42 in which the e-commerce server software is further configured to store price and quantity data of buyer-submitted offer inputs as the offer data in the data repository and the market equilibrium manager is further configured to obtain updated price data and the offer data from the data repository, the display component being configured to display the price curve, an offer histogram, and other information suggesting a price point at which the seller's sales goal is achieved.

44.   (Previously Presented) The system of claim 43 in which the display component is

further configured to allow merchandising staff inputs to modify the price curve by direct

manipulation of the price curve display.

45.   (Currently Amended) The system of claim 44 in which the e-commerce server

software is configured to translate the modified price curve to data with a data format for storage

in the data repository.

46.   (Previously Presented) The system of claim 45 in which the display component is

further configured to display a yield amount from sale of the featured item based on data from the

data repository.

47.   (Previously Presented) The system of claim 46 in which the display component is

further configured to modify the displayed yield amount from sale of the featured item as the

price curve is modified.

48-49. (Canceled)

50.   (Currently Amended) A method for modifying a price curve and approaching a

seller's sales goal for an on-line buying-group sale for a featured item; comprising:

(a)   defining an on-line buying-group sale for a featured item;

(b)   storing in a storage device a data repository including at least price and

quantity data for the featured item;

(c)   accepting inputs from prospective buyers in the form of offers for the featured

item;

(d)   using the inputs from the prospective buyers to modify the data repository; and

(e)   receiving merchandising staff inputs as utilizing a market equilibrium

manager <u>system</u> configured to modify a price curve for the featured item in the

on-line buying-group sale by utilizing the price and quantity data for the

featured item in the data repository and the inputs from the prospective buyers

in order to approach the seller's sales goal.

51.   (Currently Amended) The method of claim 50 ~~wherein the seller's sales goal for~~

~~the on-line buying-group sale is customer acquisition, the method further comprising:~~

modifying the price curve for the featured item using the market equilibrium manager

<u>system</u> so as to increase a range of acceptable buyer-submitted offers from a

first range to a second range, wherein the second range is greater than the first

range.~~, thus reducing a gross margin for the on-line buying-group sale and~~

~~increasing market share.~~

52-54. (Canceled)

55.   (Currently Amended) The method of claim 50 wherein once the seller's sales goal has been approached, the seller has at least another sales goal for the on-line buying-group sale, the method further comprising:

receiving merchandising staff inputs utilizing a market equilibrium manager system configured to modify a price curve for the featured item in the on-line buying-group sale by utilizing the price and quantity data for the featured item in the data repository and the inputs from the prospective buyers in order to approach the seller's at least another sales goal.

56.   (Previously Presented) The method of claim 50 in which the on-line buying group sale is defined by using data entry tools to establish a start time and an end time for the on-line buying group sale, at least minimum quantities of the featured item and a starting price for the featured item.

57.   (Currently Amended) The method of claim 56 further comprising:

(f)   managing, adjusting and displaying data associated with the on-line buying-group sale.

58.   (Currently Amended) The method of claim 57 further comprising:

(g)   obtaining updated price data and offer data from the data repository and displaying the price curve and an offer histogram.

59.   (Currently Amended) The method of claim 58 further comprising:

(h)   receiving merchandising staff inputs to modify the price curve display by

direct manipulation of the price curve display.

60.   (Currently Amended) The method of claim 59 further comprising:

(i)   translating the modified price curve to data with a data format for storage in

the data repository.

61.   (Currently Amended) The method of claim 60 Rather comprising:

(j)   displaying a yield amount from sale of the featured item based on data from

the data repository.

62.   (Currently Amended) The method of claim 61 further comprising:

(k)   modifying the displayed yield amount from sale of the featured item as the

price curve is modified.

63.   (Currently Amended) A method for testing price sensitivity for a featured item in

an on-line buying-group sale, comprising:

(a)   defining an on-line buying-group sale for a featured item;

(b)   storing in a storage device a data repository including at least price and

quantity data for the featured item;

(c)   accepting inputs from prospective buyers in the form of buyer offers for the

featured item; and

(d)   ~~producing~~ responsive to the inputs, generating a price sensitivity output that

provides buyer offers for the featured item across the price data for the

featured item in the data repository; and

receiving inputs from a user associated with the seller in the form of manipulation of

the price sensitivity output curve and modifying the price sensitivity output

curve responsive to the inputs.

64.   (Previously Presented) The method of claim 63 wherein the price sensitivity

output has a graphical format.

65.   (Currently Amended) An article of manufacture, which comprises a computer

readable medium having stored therein a computer program for modifying a price curve and

approaching a seller's sales goal in an on-line buying-group sale for a featured item, the

computer program comprising:

(a)   a first code segment which, when executed on a computer, defines an on-line

buying-group sale for a featured item;

(b)   a second code segment which, when executed on a computer, stores in a

storage device a data repository including at least price and quantity data for

the featured item;

(c)   a third code segment which, when executed on a computer, accepts inputs

from prospective buyers in the form of offers for the featured item;

(d)   a fourth code segment which, when executed on a computer, uses the inputs

from the prospective buyers to modify the data repository; and

(e)   a fifth code segment which, when executed on a computer, receives

merchandising staff inputs utilizing a market equilibrium manager <u>system</u> to

modify a price curve and approach the seller's sales goal for the featured item

in the on-line buying-group sale by utilizing the price and quantity data for the

featured item In the data repository and the inputs from the prospective buyers.

66.   (Currently Amended) The article of manufacture of claim 65 ~~wherein the seller's~~
~~sales goal for the on-line buying-group sale is customer acquisition~~, the fifth code segment

further defined to:

modify the price curve for the featured item using the market equilibrium manager

    <u>system</u> so as to increase a range of acceptable buyer-submitted offers from a

    first range to a second range, wherein the second range is greater than the first

    range, ~~thus reducing a gross margin for the on-line buying-group sale and~~

    ~~increasing market share~~.

67-69. (Canceled)

70.   (Currently Amended) The article of manufacture of claim 65 wherein once the

seller's sales goal has been approached, the seller has at least another sales goal for the on-line

buying group sale, the fifth code segment further defined to:

receive merchandising staff inputs utilizing the market equilibrium manager <u>system</u>

    configured to modify the price curve for the featured item in the on-line

    buying-group sale by utilizing the price and quantity data for the featured item

in the data repository and the inputs from the prospective buyers in order to

approach the seller's at least another sales goal.

71.   (Previously Presented) The article of manufacture of claim 65 in which the first

code segment includes code for receiving merchandising staff inputs for defining the on-line

buying group sale for the featured item.

72.   (Previously Presented) The article of manufacture of claim 71 in which the first

code segment is configured to define the on-line buying-group sale for the featured item by

establishing a start time and an end time for the on-line group-buying sale, at least minimum

quantities of the featured item offered and a starting price for the featured item.

73.   (Currently Amended) The article of manufacture of claim 72 in which the

computer program additionally comprises:

> (f)   a sixth code segment for manipulating and displaying data associated with the
>
> on-line buying-group sale.

74.   (Currently Amended) The article of manufacture of claim 73 in which the

computer program additionally comprises:

> (g)   a seventh code segment for obtaining updated price data and the offers from
>
> the data repository and displaying the price curve and an offer histogram.

75. (Currently Amended) The article of manufacture of claim 74 in which the computer program further comprises:

(h) an eighth code segment for receiving merchandising staff inputs to modify the price curve display by direct manipulation of the price curve display.

76. (Currently Amended) The article of manufacture of claim 75 in which the computer program further comprises:

(i) a ninth code segment for translating the modified price curve to data with a data format for storage in the data repository.

77. (Currently Amended) The article of manufacture of claim 76 in which the computer program additionally comprises:

(j) a tenth code segment for displaying a yield amount from sale of the featured item based on data from the data repository.

78. (Currently Amended) The article of manufacture of claim 77 in which the computer program additionally comprises:

(k) an eleventh code segment for modifying the displayed yield amount from sale of the featured item as the price curve is modified.

79. (Currently Amended) An article of manufacture, which comprises a computer readable medium having stored therein a computer program for testing price sensitivity for a featured item in an on-line buying-group sale, the computer program comprising:

(a)   a first code segment which, when executed on a computer, defines an on-line buying group sale for a featured item;

(b)   a second code segment which, when executed on a computer, stores in a storage device a data repository including at least price and quantity data for the featured item;

(c)   a third code segment which, when executed on a computer, accepts inputs from prospective buyers in the form of offers for the featured item; ~~and~~

(d)   a fourth code segment which, when executed on a computer, uses the inputs from the prospective buyers to <u>dynamically</u> produce a price sensitivity output that provides buyer offers for the featured item across the price data for the featured item in the data repository; <u>and</u>

<u>a fifth code segment which, when executed on a computer, receives inputs from a user associated with the seller in the form of manipulation of the price sensitivity output curve and modifies the price sensitivity output curve responsive to the inputs.</u>

80.   (Previously Presented) The article of manufacture of claim 79 wherein the fourth code segment is configured to produce the price sensitivity output in a graphical format.